

Social Indicators + Social Marketing = Cleaner Water!

Lyn Crighton

Tippecanoe Watershed Foundation (TWF)

Jill Hoffmann

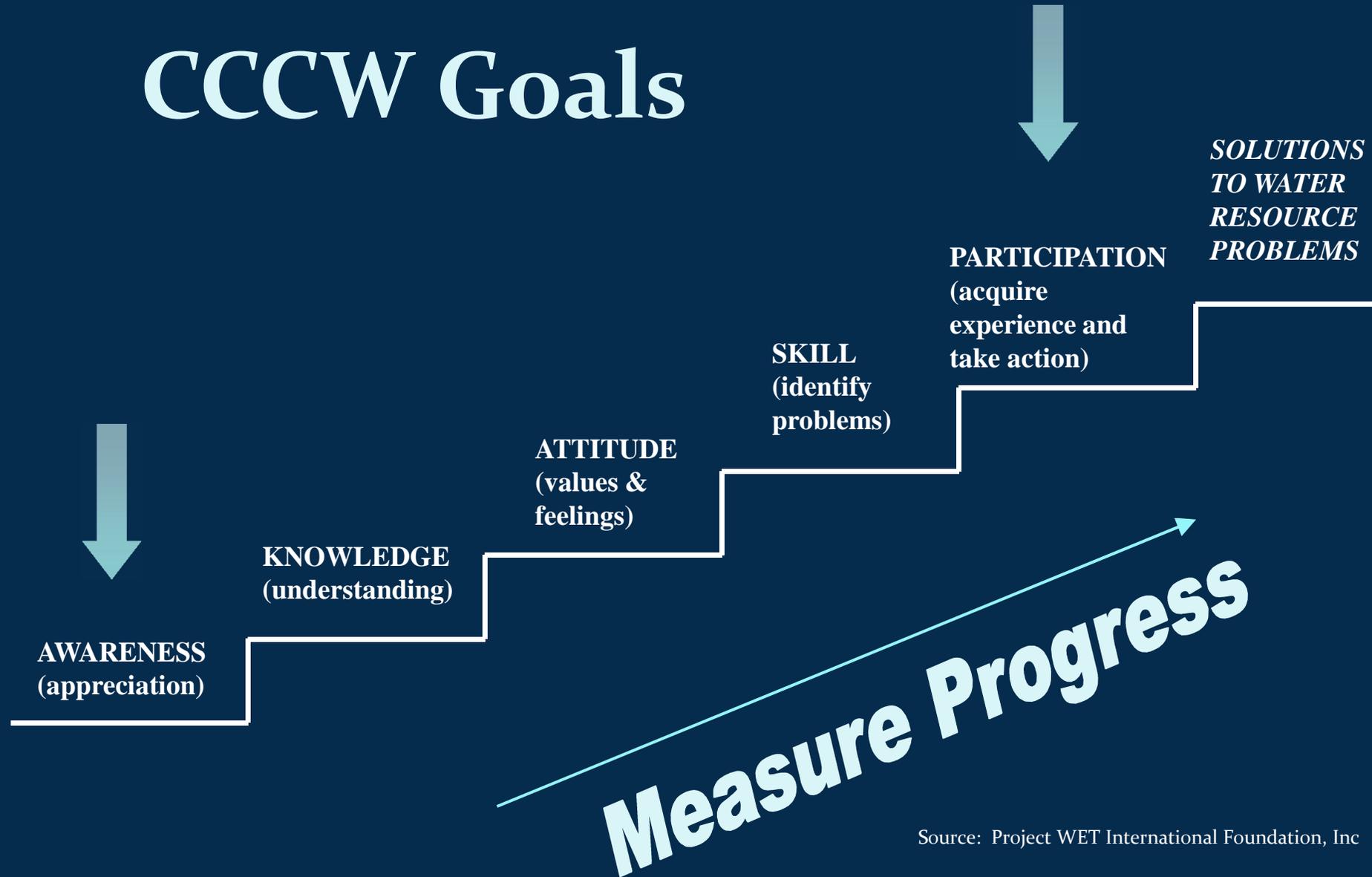
Upper White River Watershed Alliance (UWRWA)





A campaign about the choices
we make and their impact on
water quality

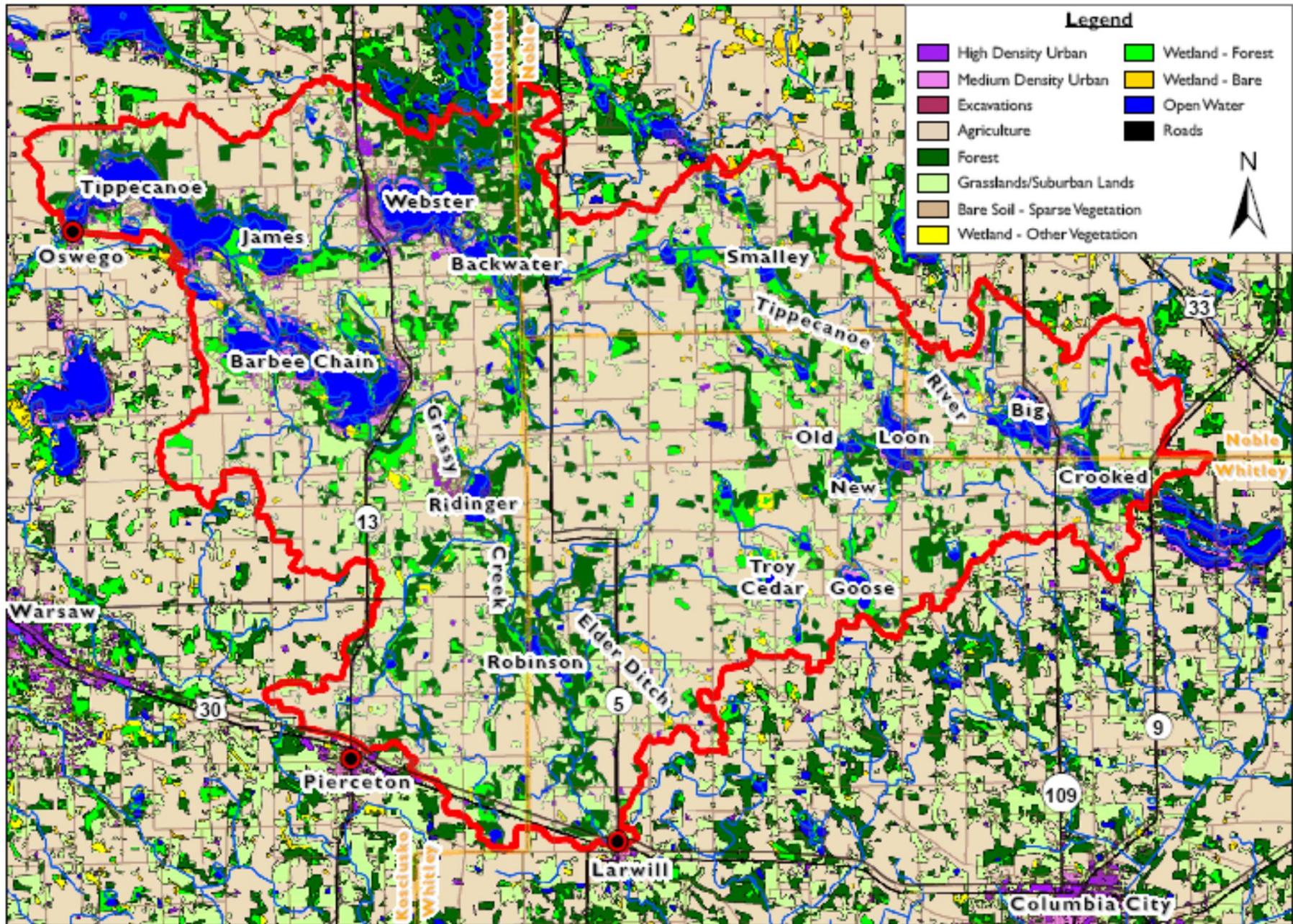
CCCW Goals



Source: Project WET International Foundation, Inc

Today's Journey

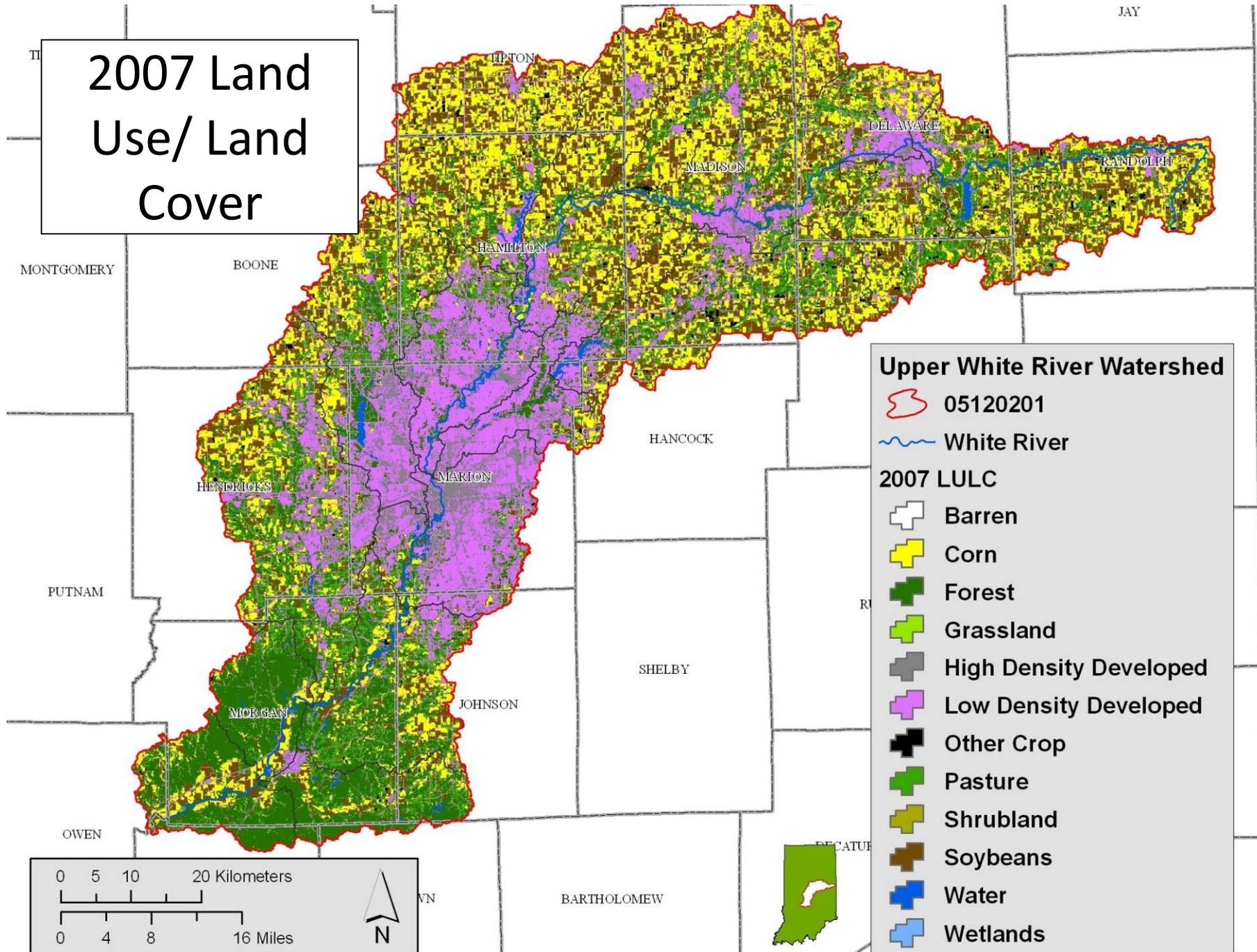
1. Social Indicators
2. Social Marketing
3. Media (Social Media)
4. Cleaner Water (Outcomes)



114 square miles – 3 counties – 50 lakes

Grassy Creek - Tippecanoe River
HUC 10 Watershed

2007 Land Use/ Land Cover



2,720 square miles – 15 counties - Indianapolis

Indiana's Water Management, Values & Challenges



Module 1.

Social Indicators Definition

Raymond Bauer (1966), often referred to as the father of the social indicators movement, defined social indicators as “statistics, statistical series, and all other forms of evidence – that enable us to assess where we stand and are going with respect to our values and goals, and to evaluate specific programs and determine their impact” (p. 1).

Social Indica

- Social context
- Awareness
- Attitudes
- Capacities
- Constraints
- Behaviors

off the mark

by Mark Parisi

www.offthemark.com



Know Your Audience

TWF Lake Residents

Ave Age = 62 yrs

Ave Yrs Owned Residence = 20.2

52% Year-round; 48% Seasonal

64% Lake Front; 30% Lake Access

Ag Producers

Ave Age = ?? (wasn't asked)

Ave Yrs Farming = 26.5

54% Had family member own/operate farm before them

75% Property touches a stream, river, lake or wetland

Indianapolis Suburban Residents

Ave Age = 57 yrs

Single family house = 91%

88% Household water supply is municipal utility

58% Distance to closest lake or stream within 1/4 mile; another 21% within mile

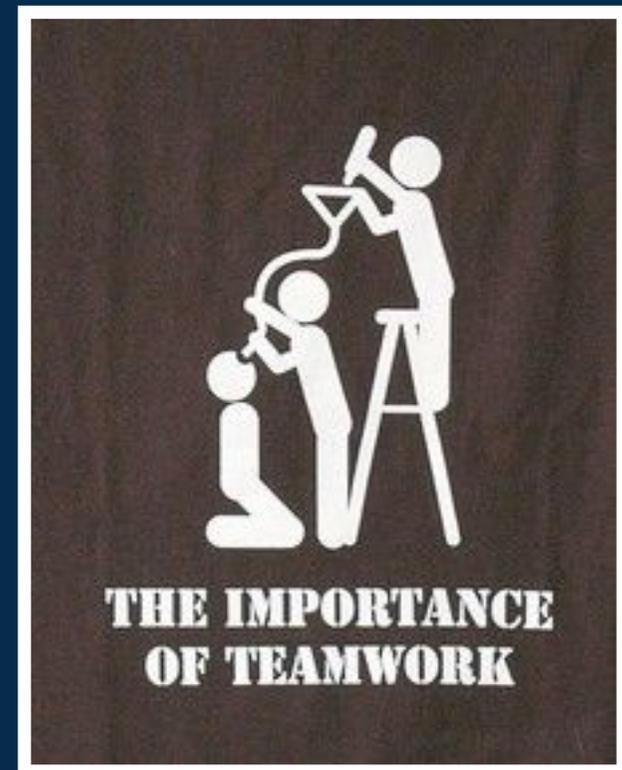
Knowledge Base Questions

8. Please let us know if you think the following statements are TRUE or FALSE.

	True	False	Don't know
a. Sweeping lawn/garden trimmings into the street gutter or down storm drains is harmful to our local streams and creeks.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Storm drains do not remove pollutants and were designed for the specific purpose of draining water from sidewalks and streets.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. The best way to clean up an oil spill is to scrub it with detergent and wash it down the drain.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Landscaping your yard can help reduce stormwater runoff.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Roof drains/gutters should outlet to the street or the sanitary sewer system.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Fecal coliform bacteria in the water is related to pet waste and failing septic systems.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Excess lawn watering can negatively impact local streams	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. I live in a watershed.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. All fertilizers and chemicals applied to lawns stay within the yard.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. The greatest pollutant by volume in our creeks, rivers, and lakes is silt or sediment.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. I live in an area that eventually drains to the White River.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

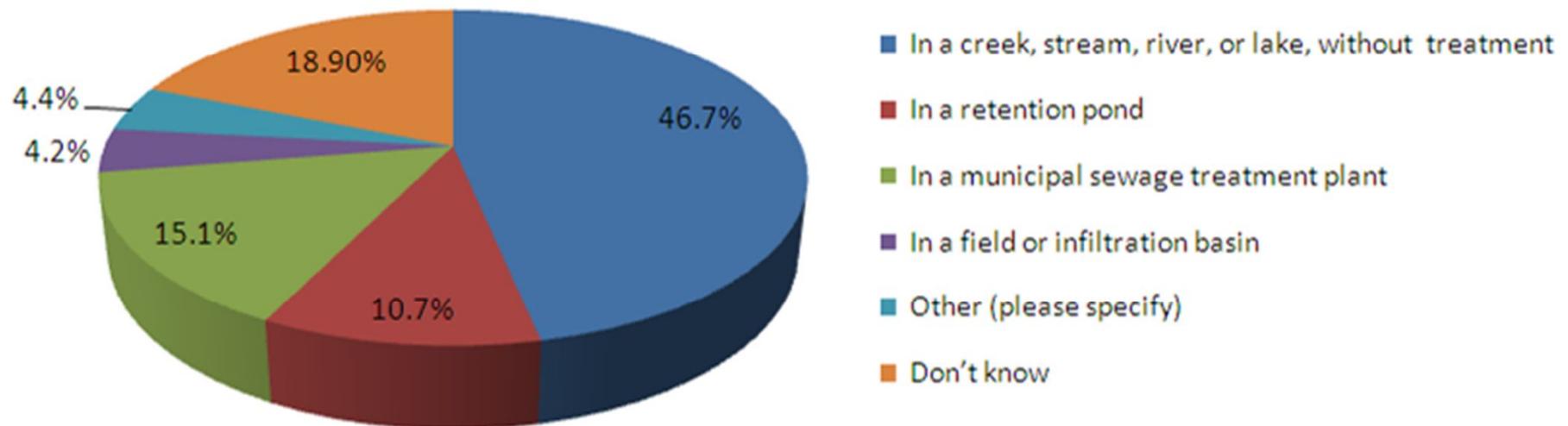
Hands-on Fun

- Work with a partner.
- Write a public survey question that would tell you if people know that stormdrains are connected to streams.



Survey Findings and Planning

Where does stormwater runoff ultimately end up after it leaves your property?



How About Their Values?

Please indicate your level of *agreement or disagreement* with the statements below.

Lake Residents Survey	Strongly Disagree (1)/ Disagree (2)	Neither Agree nor Disagree (3)	Agree (4)/ Strongly Agree (5)
It is my personal responsibility to help protect water quality	0.3%	5.6%	94.2%
The way that I care for my lawn and yard can influence water quality in local streams and lakes	1.9%	7.0%	91.1%
The quality of life in my community depends on good water quality in local streams, rivers and lakes	2.3%	11.5%	86.2%
The economic stability of my community depends upon good water quality	3.7%	13.0%	83.3%
My actions have an impact on water quality	3.4%	9.0%	87.7%
It is important to protect water quality even if it slows economic development	2.5%	17.7%	79.8%
I would be willing to change the way I care for my lawn and yard to improve water quality	6.4%	15.4%	78.1%

Lake Residents Survey (cont.)

Please indicate your level of *agreement or disagreement* with the statement

Strongly Disagree
Disagree
Neutral
Agree
Strongly Agree

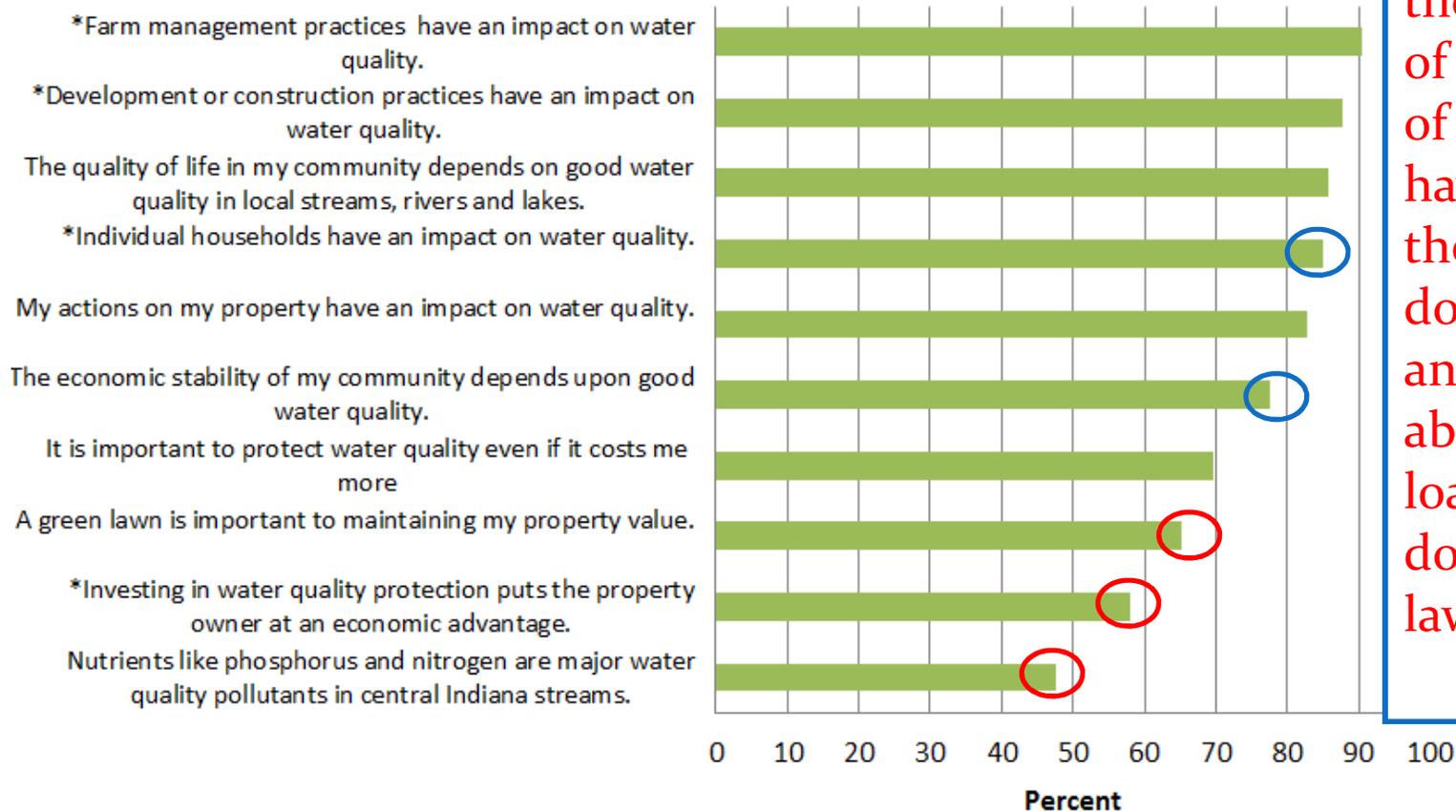
Rewording the question to avoid bias (eg. 'taxes') or leading answers w/ positive or negative phasing

It is important to protect water quality even if it costs me more	14.1%	27.4%	58.4%
I would be willing to pay more to improve water quality (for example: through local taxes or fees)	28.6%	27.0%	44.3%
Taking action to improve water quality is too expensive for me	48.1%	39.1%	12.7%
What I do on my land doesn't make much difference in overall water quality	78.0%	8.5%	13.5%
Lawn and yard-care practices (on individual lots) do not have an impact on local water quality	78.2%	7.5%	14.2%
It is okay to reduce water quality to promote economic development	86.3%	8.4%	5.4%



Values – Indianapolis Area

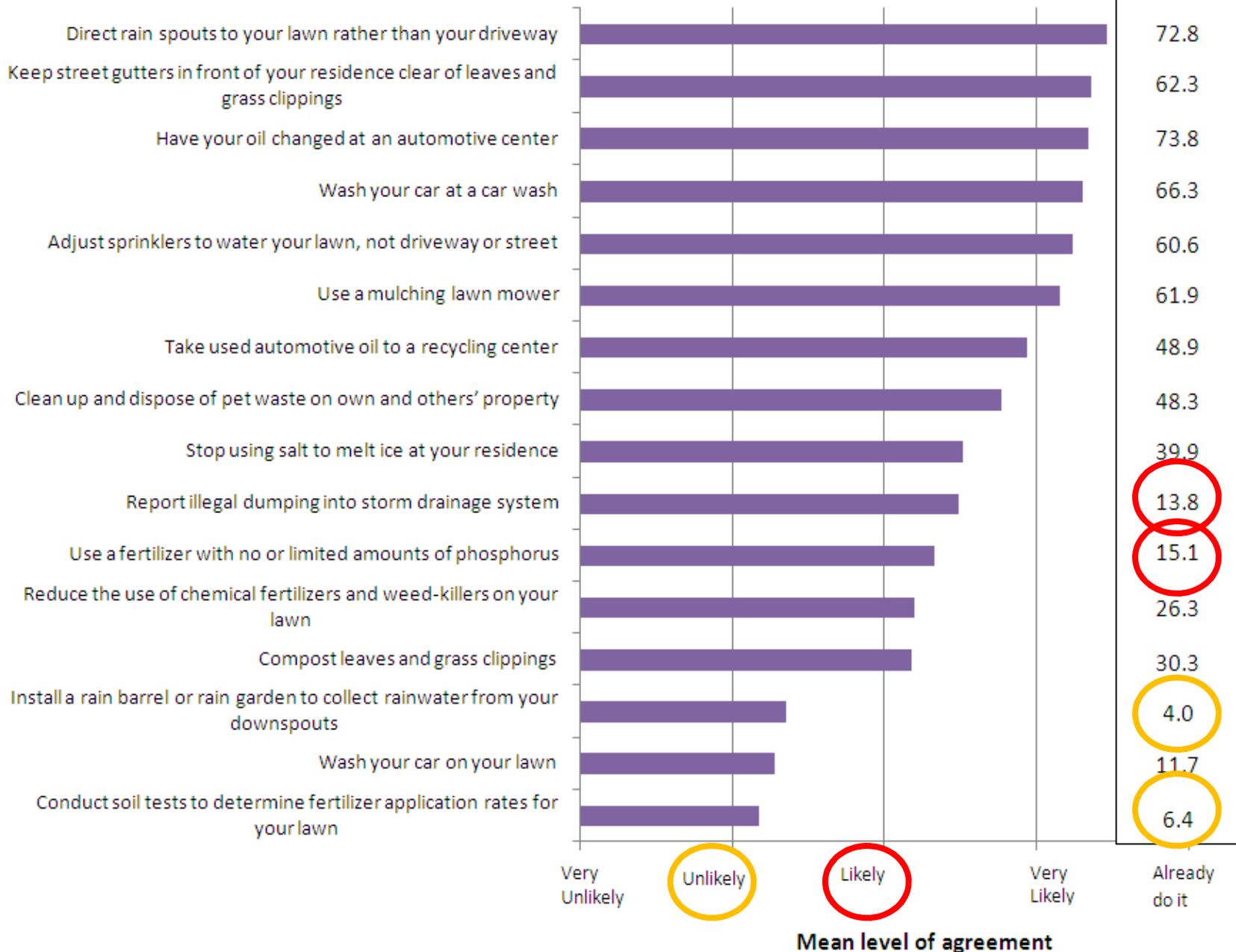
Percent of Respondents who Agree or Strongly Agree with Statements about Water Quality



I don't have to convince them of their role or even of the importance of clean water – I have to show them how it doesn't cost more and teach them about pollutants, loads and what to do to have a green lawn!

Statements were reworded from negative to positive statements for comparison purposes.

Behavior & “Willingness”



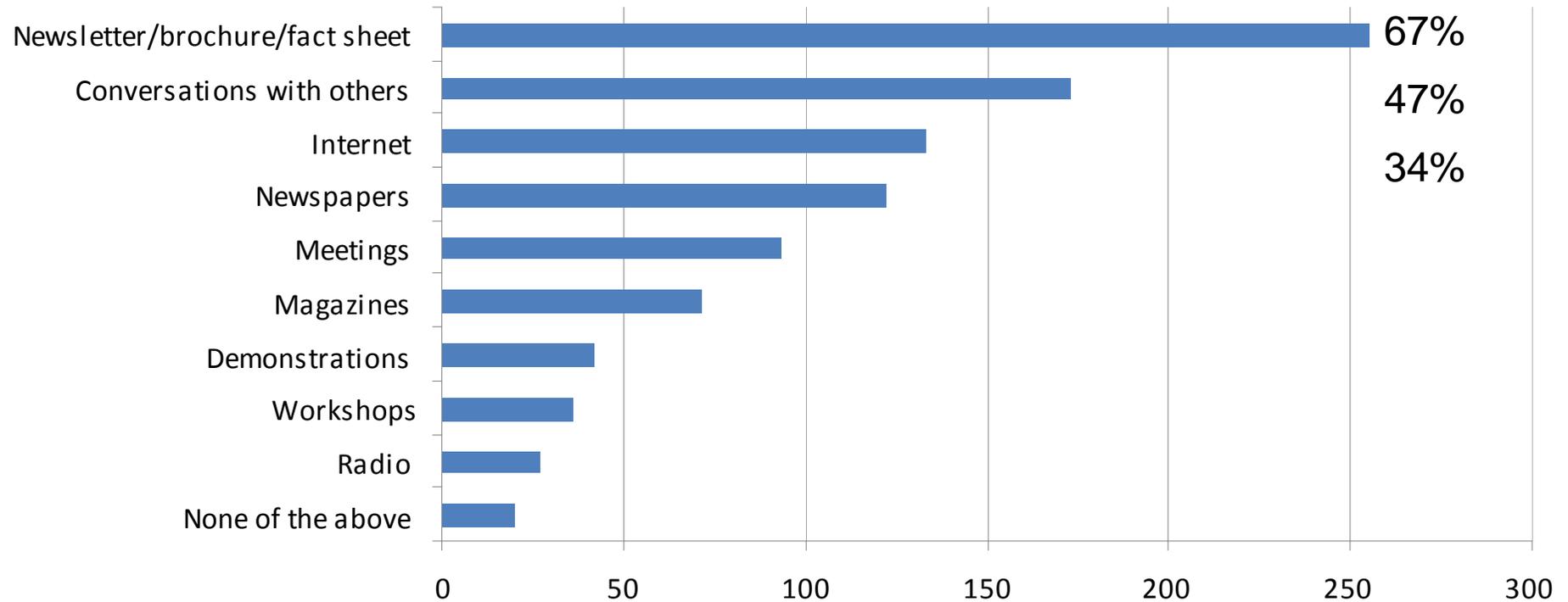
Understanding Technical Knowledge Needed to Bring About 'Willingness' ...

More Information Needed About...	% of Respondents
Use a fertilizer with no or limited amounts of phosphorus	26.2
Conduct soil tests to determine fertilizer application rates for your lawn	10.5
Install a rain barrel or rain garden to collect rainwater from downspouts	9.9
Report illegal dumping into storm drainage system	9.4
Reduce the use of chemical fertilizers and weed killers on your lawn	7.1

More on this in
our "Media"
Module!

Where are you likely to seek information about water quality issues? - TWF Lake Residents

(check all that apply) (n=373)



Module 2.

Social Marketing

Social marketing was "born" as a discipline in the 1970s, when Philip Kotler and Gerald Zaltman realized that the same marketing principles that were being used to sell products to consumers could be used to "sell" ideas, attitudes and behaviors.

Social marketing seeks to influence social behaviors not to benefit the marketer, but to benefit the target audience and the general society."

Website development & Design principles (pledges/social pressure)

- Web Developer
 - Do you know a good car mechanic?
- Mood boards and wireframes
 - Examples of other sites we liked
- Barrier ID from Social Indicators – makes sure to address barriers in website materials via resources
- Watershed concept early

Your Actions Matter

PLEDGE NOW

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean.

Take the Phosphorus-free pledge!

(map)

See Who Is Pledging.. >

Why No Phosphorus?

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live.

LEARN MORE

FAQ

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live.

VISIT FAQ PAGE

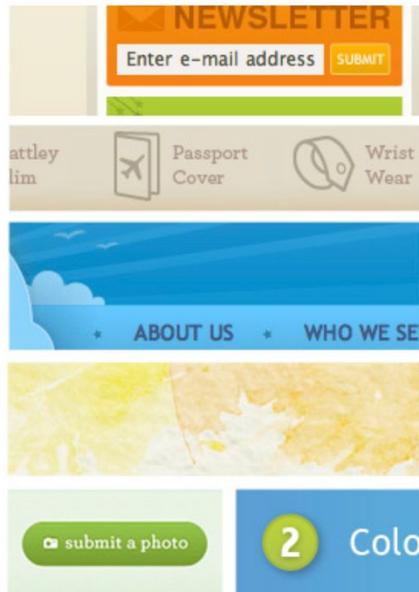
Find a Supplier!

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live.

FIND ONE NOW!

CLEAR CHOICES CLEAN WATER

INSPIRATION



OBJECTIVES

Bright Contemporary Clean
Professional Sophisticated Cheerful

COLOR PALETTE



TYPOGRAPHY (FUTURA & VERDANA)

HEADER 1

Header 2

HEADER 3

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. [This is a link.](#)

SAMPLE PHOTOGRAPHY



How is MY LAWN connected to CLEAN WATER?

Clear Choices for Clean Water is a campaign to increase awareness and knowledge about lawn care and its impact on our streams and lakes. Water quality friendly lawn care includes a suite of practices such as using phosphorus-free fertilizer, appropriate fertilizer application, use of native plants for landscaping, managing organic wastes, and overall lawn reform.

**Your fertilizer choices matter...
Take The Pledge, Go Phosphorus Free!**

[View Our New TV Spot!](#)

**TAKE THE
PLEDGE NOW!**



What Else Can I Do?

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live. Far far away, behind the word mountains, far from the countries Vokalia.

[LEARN MORE](#)



Have A Question About Phosphorus?

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live. Far far away, behind the word mountains, far from the countries Vokalia.

[LEARN MORE](#)

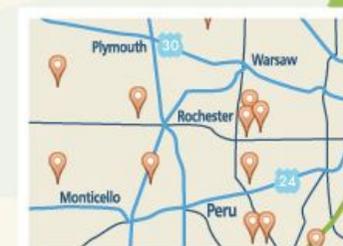


Where Can I Get Phosphorus-Free Products?

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live. Far far away, behind the.

[LEARN MORE](#)

Who Else Is Pledging?



Timeline and Adjustments

Aug. 2009

Drink wine w/
best friend,
contemplate
how to really
change the
world and the
water quality in
Indiana

Nov. 2009

Get strong
commitment
from smart,
dedicated, like-
minded,
partners – Call
them Charter
Sponsors

Jan. 2010

Use various
limited revenue
streams to build
initial
campaign
concepts –
teach outreach
principles to
utility operators

Feb. 2010

Seek out and
hire web
contractor that
'gets it' and
learn what a
'mood board' is

June 2010

Launch
amazing single
topic campaign
on important
issue that has
some traction
and build
statewide
platform

Aug. 2010

Create some
cool media and
marketing
promo pieces

Timeline and Adjustments (cont.)

Dec. 2010

Leverage efforts and reportables to raise more funds – creative grants, outside sponsors, and core supporters

Feb. 2012

Fire original web contractor and hire one that 'really gets it'.

July 2011

Trademark your logos/brand

Sept. 2011

Launch super cool, multi-audience campaigns with even more media pieces

Apr. 2012

Win awards, present at major national water conferences, and plan for the future 'choices'

April 2012

Call lawyer about program licensing for national implementation, celebrate your best friend, drink more wine!

CLEAR CHOICES CLEAN WATER

make a difference



- ABOUT US
- CLEAN WATER NEWS
- SPONSORSHIP

LAWN FERTILIZER

PET POO & OTHER PILES

NATIVE PLANTS & GARDENS

SEPTIC SYSTEMS

Your **LAWN CHOICES** are **CONNECTED** to **CLEAN WATER**

Clear Choices for Clean Water is a campaign to increase awareness about choices we make and the impact they have on our streams and lakes.

You Can Make a Difference!

**TAKE THE
PLEDGE NOW!**



Lawns
Happy Lawns
Healthy Water

[LEARN MORE](#)

LAST PLEDGE

Cliff C.
Indianapolis, IN



Go Native
Get Back To
Your Roots

[LEARN MORE](#)

LAST PLEDGE

Lee W.
Fishers, IN

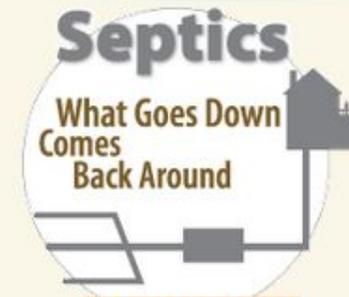


Pet Waste
It All Piles Up

[LEARN MORE](#)

LAST PLEDGE

Jon E.
Indianapolis, IN



Septics
What Goes Down
Comes
Back Around

[LEARN MORE](#)

LAST PLEDGE

Jon E.
Indianapolis, IN

Water Words that Work

- Begin with Behavior
- Find Foolproof Photos
- Swap the Shoptalk
- Insert the Words That Work



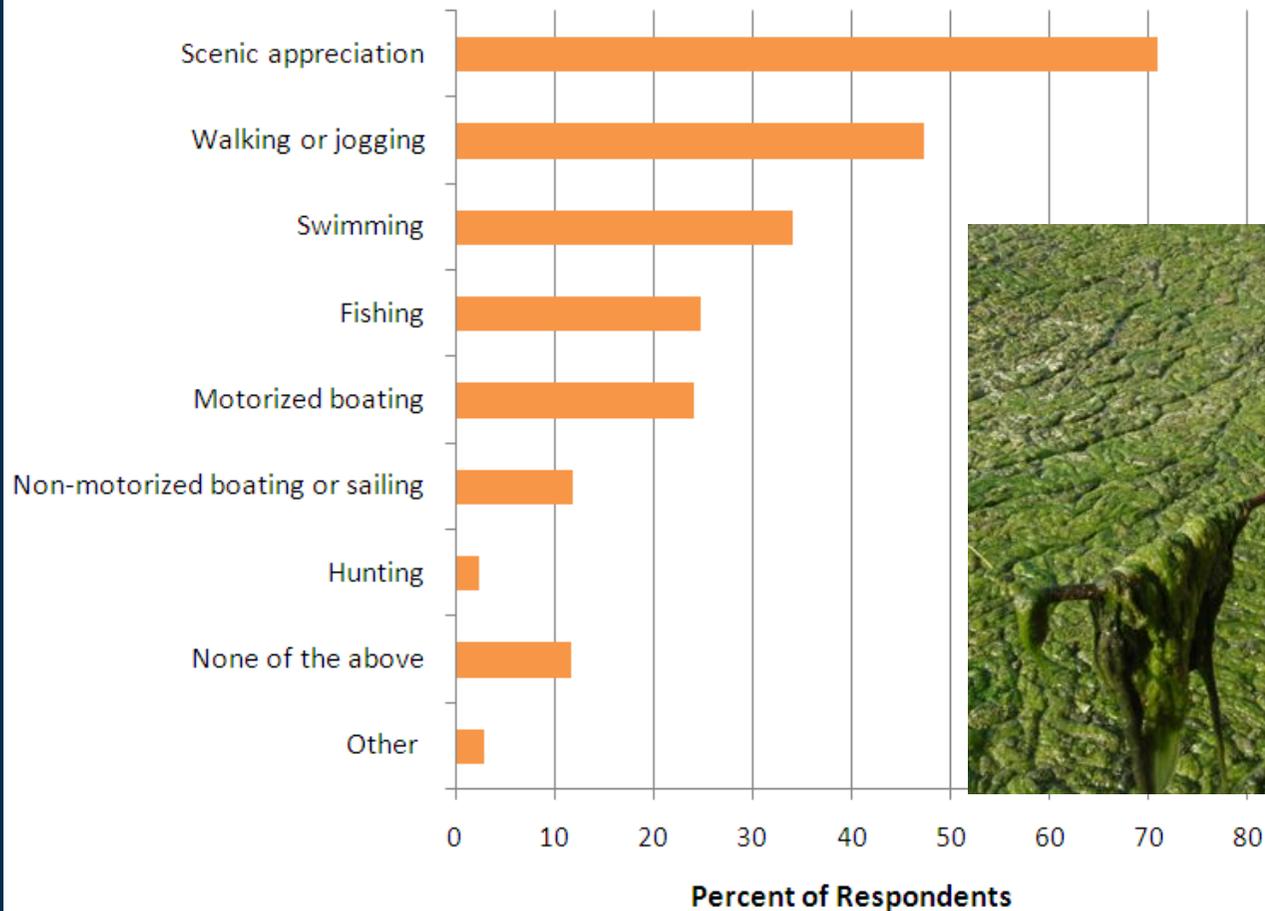
Water Words that Work

- Swapping shop talk and other barriers
- Make sure to make folks believe that their impact makes a difference (more on this in Cleaner Water section)
- Make an emotional/values connection



Indianapolis Area Values

During the last calendar year, how have you used the water resources in and around your community?
(select all that apply)



Hands-on Fun

- Write a tagline for a campaign on each of CCCW topics in small groups.

Native Plants

Pet Waste

Fertilizer

SEPTIC SYSTEMS

Tagline, Logos and Branding – Draft Taglines

Rain Gardens & Shoreline Plantings

- Infiltrating Indiana with native plants
- Garden with Water Quality in Mind
- Clean water starts in your yard
- Beautiful solutions to water pollution



Draft Taglines (cont.)

No Phosphorus Fertilizer

- Don't P on the Lawn
- Do the Green Thing: Fertilize Responsibly
- Lawns Green, Water Clean
- The Hero with the Zero (w/ a little "hero" mascot)
- You're not just fertilizing the lawn
- Your Lawn Won't Care
- Happy lawns, Healthy Water



Draft Taglines (cont.)

Septic Maintenance

- Your septic system, your responsibility
- What happens after the flush?
- Erase the Waste
- Clean Water Starts In Your Backyard
- Got Septic?
- Doo Doo the Right Thing



Draft Taglines (cont.)

Pet Waste

- There's no such thing as a Poop Fairy
- If picking up poop is unpleasant, try swimming in
- Scoopy Doo! A Pet Waste Campaign
- Pooches for the Planet
- Scoop the Poop
- It's in the grass... It's on my paws... It's in the creek
- Stop the Fecal Bacteria Machine (with photo of puppy).
- Dogs can't flush!
- Too Cute To Pollute?



CLEAR CHOICES
CLEAN WATER
PET WASTE it all piles up

Behaviors or Choices



CLEAR CHOICES
CLEAN WATER
LAWN FERTILIZER
happy lawns, healthy water



CLEAR CHOICES
CLEAN WATER
PET WASTE it all piles up



CLEAR CHOICES
CLEAN WATER
SEPTIC MANAGEMENT
what goes down, comes back around



CLEAR CHOICES
CLEAN WATER
NATIVE PLANTS & GARDENS
get back to your roots

Behaviors or Choices



CLEAR CHOICES
CLEAN WATER
make a difference



CLEAR CHOICES
CLEAN WATER
FEATHERED FRIENDS
our poo is fowl too

Lawns
Happy Lawns



Choose
Clean Water



PLEDGE NOW

PLEDGE NOW

Pet Waste
It All Piles Up

Waterfowl
Our Poo is Fowl
Too



PLEDGE NOW



PLEDGE NOW



© 2009, FunnyEyefortheCorporateGuy.blogspot.com

REBRANDING

A COMPLEX, COSTLY PROCESS...
OR, YOU CAN JUST BUY A BANNER AND SOME BLACK SPRAY PAINT.

1st Campaign & Website

**CLEAR CHOICES
CLEAN WATER**

[HOME](#) · [WHO ELSE IS PLEDGING?](#) · [WHAT ELSE CAN I DO?](#) · [HAVE QUESTIONS?](#) · [SPONSORS](#)

[Our Facebook Page](#) [Profile Login](#)

How is MY LAWN connected to CLEAN WATER?

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**Your fertilizer choices matter...
Take The Pledge, Go Phosphorus Free!**

[View Our New TV Spot!](#)

TAKE THE PLEDGE NOW!

www.ClearChoicesCleanWater.org

CLEAR CHOICES
CLEAN WATER
make a difference



- ABOUT US
- CLEAN WATER NEWS
- SPONSORSHIP

LAWN FERTILIZER

PET POO & OTHER PILES

NATIVE PLANTS & GARDENS

SEPTIC SYSTEMS

Your PET POO CHOICES are CONNECTED to CLEAN WATER

Clear Choices for Clean Water is a campaign to increase awareness about choices we make and the impact they have on our streams and lakes.

You Can Make a Difference!



**TAKE THE
PLEDGE NOW!**

Lawns

Happy Lawns
Healthy Water

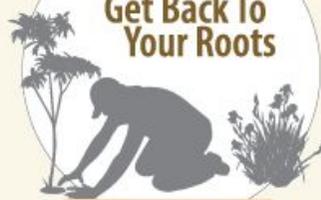


LEARN MORE

LAST PLEDGE

Go Native

Get Back To
Your Roots

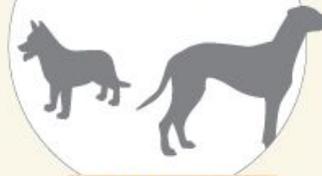


LEARN MORE

LAST PLEDGE

Pet Waste

It All Piles Up



LEARN MORE

LAST PLEDGE

Septics

What Goes Down
Comes
Back Around



LEARN MORE

LAST PLEDGE

Frequently Asked Questions about Pet Waste



- How much waste is out there?
- How much bacteria does animal waste contain?
- Is pet waste dangerous?
- How long do piles take to decompose?
- How do you know the water quality issues are cause by pets and not something else?
- Can't I leave it on the grass as fertilizer?
- Are Canada Geese a problem?
- What other sources of bacteria are out there?
- What do I do with the waste after I collect it?

How much waste is out there?

- There are over 53 million dogs in the United States, which would produce 6.3 billion pounds of waste per year. It would take a scoop the size of a football field and 800 feet tall (nearly as tall as the Chrysler Building in New York City!) to dispose of that waste.
- The Environmental Protection Agency (EPA) estimates that 2 days worth of dog waste from about 100 dogs would contribute enough pollution to close a beach, and all watershed areas within 20 miles of it.
- The average household owns 4 dogs and/or cats. The Food and Drug Administration estimates that a dog excretes 0.75 pounds of waste per day. That could equate to over a half-ton of pet waste per year per household!

How much bacteria does pet waste contain?

Fecal coliform bacteria are bacteria that are common to the intestinal tracts of humans and animals. These bacteria can enter water bodies from human and animal waste and may cause illness and disease if they do. One gram of dog waste (the weight of a business card) contains 23 million fecal coliform bacteria (van der Wel, 1995), almost twice as much as human waste. Keep in mind that the

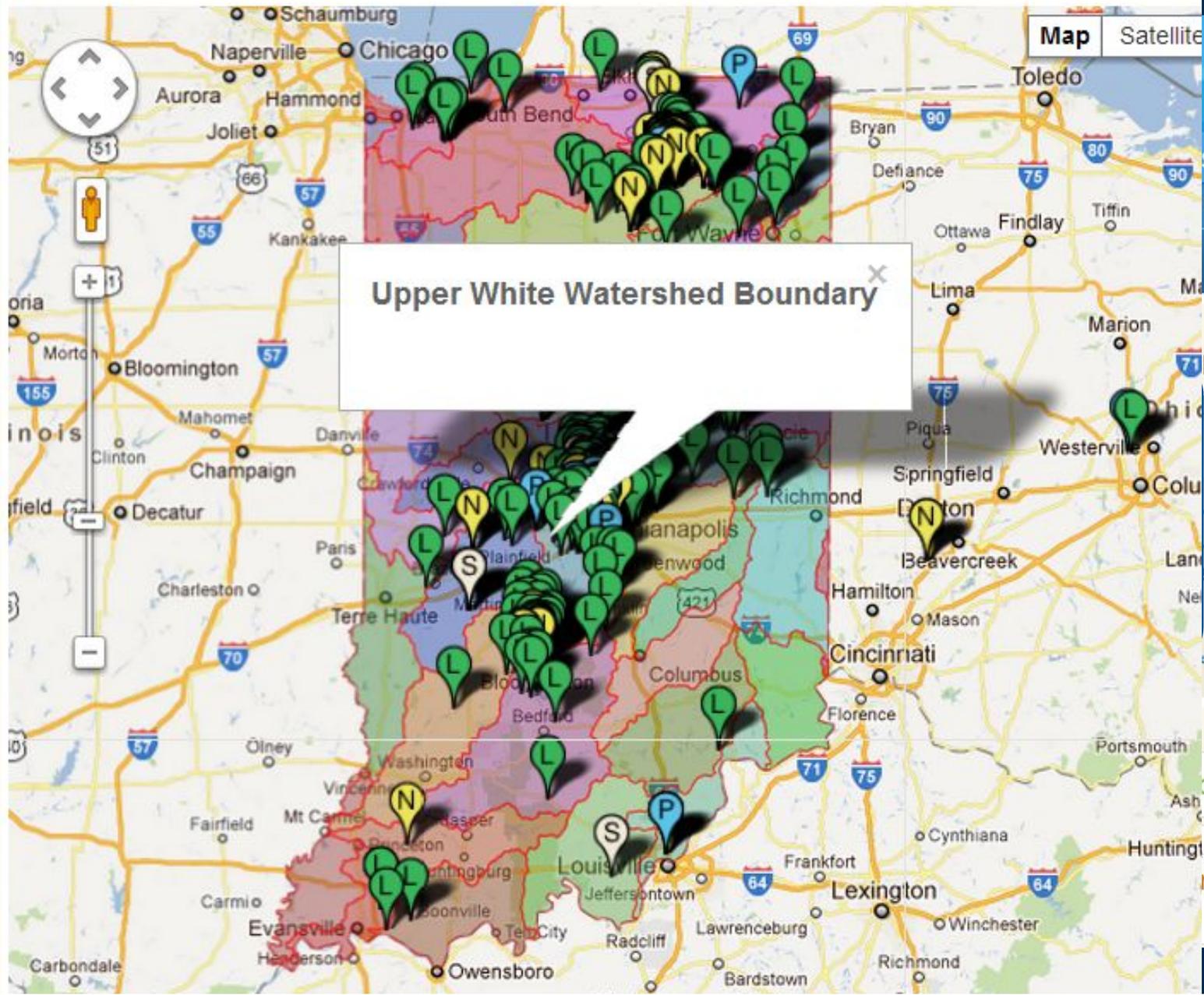
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Who Else Is Doing It?

CLE
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happy la



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- ABOUT US
- CLEAN WATER NEW
- SPONSORSHIP
- SEPTIC SYSTEMS
- THE PLEDGE

Who Else Is Doing It?

to see who else is



pledges: 947

rom

CLEAR CHOICES CLEAN WATER

make a difference



Dear Lyn,

Thank you for your pledge to use native plants in your yard! You have prevented runoff pollution and have made an important difference for local water quality! Your action to safeguard our water is an awesome gift to your community and future generations!

Name: Lyn Crighton

Pledge Type: Native Plants and Gardens

Phosphorous Saved: 10.625 lbs/year

Date: 2012-02-21

City, State: North Webster IN

Sincerely,

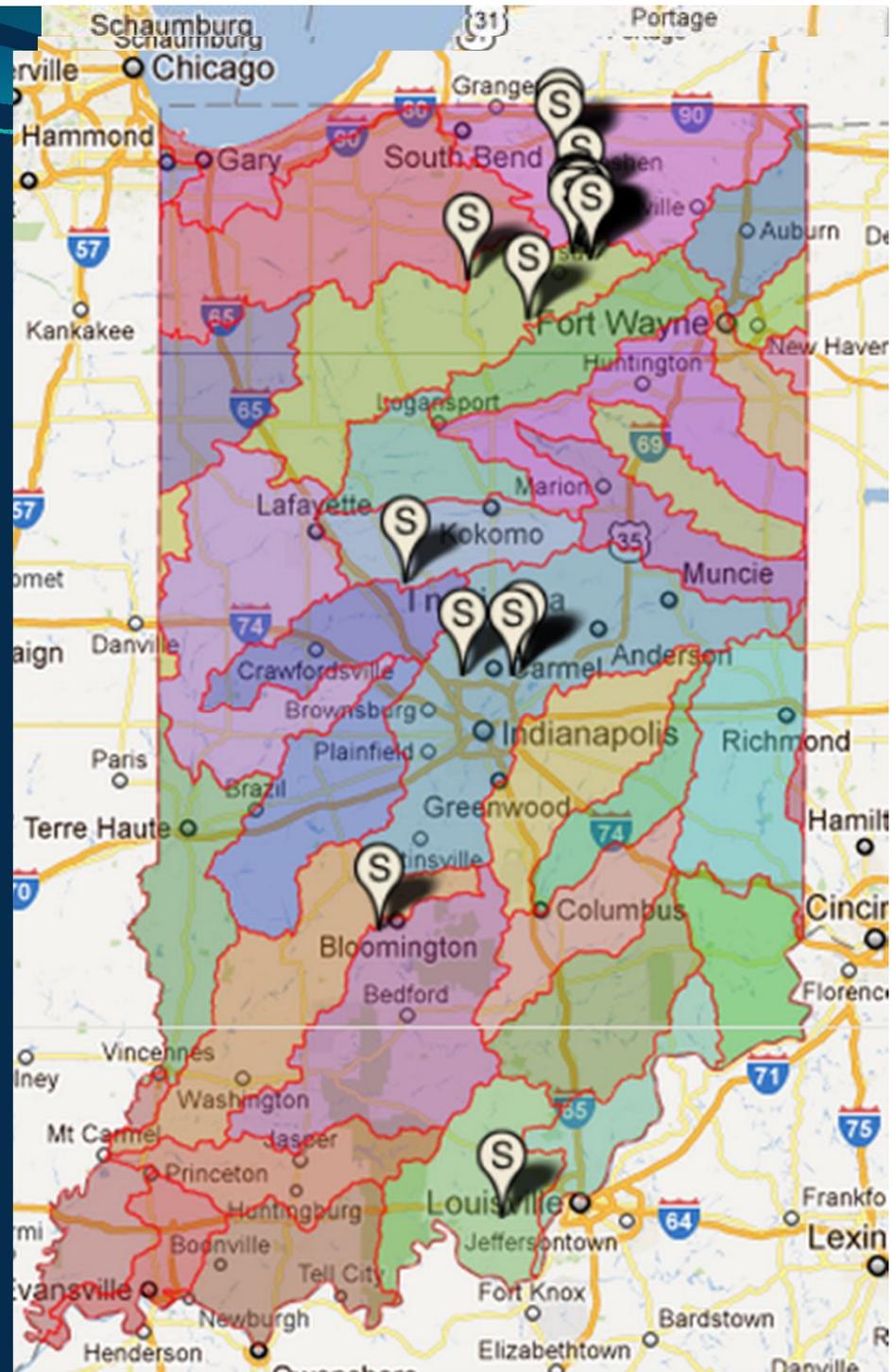
The Clear Choices Team

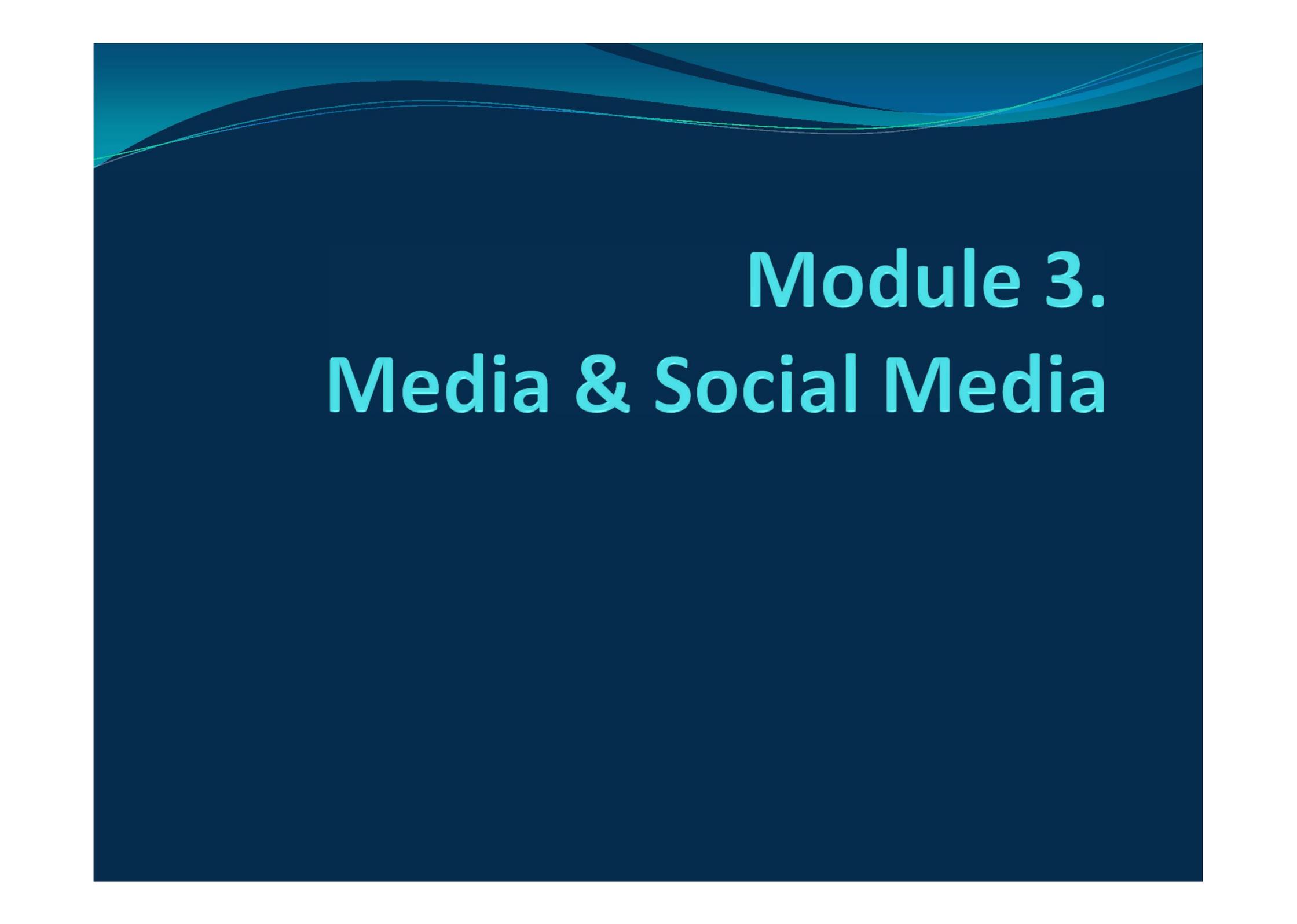


Thank You Email

1385 Pledges

- 947 lawns - 481 acres
- 15,722 lbs Phosphorus saved
- 3.9 million lbs Algae prevented
- 241 pet owners – 260 dogs
- 1.6 trillion bacteria/year
- 143 native planting pledges
- 56,950 lbs Phosphorus saved
- 28.5 million lbs Algae prevented
- 54 septic pledges
- each save 76,650 gallons waste





Module 3. Media & Social Media

Sep 6, 2011 - Apr 18, 2012

Visitors Overview

Google Analytics

100.00% of total visits

Overview

Visits

200

100



2,703 people visited this site

Visits: 4,583

Unique Visitors: 2,703

Pageviews: 16,009

Pages/Visit: 3.49

Avg. Visit Duration: 00:03:23

Bounce Rate: 48.46%



57.10% New Visitor

2,617 Visits

42.90% Returning Visitor

1,966 Visits

Advice from Marketing Gurus

- People are more likely to visit website from electronic link than from any other advertising
- Repeat Visitors
- Email Autoresponders
- Landing Pages
- Facebook Fan Page
- Facebook & Google Ads

Take the Pet Pledge

By picking up after your pets and disposing of that waste properly, you are benefiting your pet, your neighbors, and our environment by reducing harmful bacteria levels in our waters!

Your pledge has been successfully submitted. [Who Else Is Doing It?](#) link above. Thank you so much!



Email a Friend

Invite them to take the pledge as well!

Your Name

Sheena Reinhard

Your Email Address

sheena.reinhard@gmail.com

Enter the email addresses of friends you would like to invite to



facebook

Search



Get Started

Wall

Hidden Posts

Info

Insights

Photos

EDIT

33

like this

Likes



Indiana Department of Natural Resources



Amos Butler Audubon Society



Tippecanoe Watershed Foundation



Hoosier Outdoor Experience



Indiana Wildlife Federation

Clear Choices, Clean Water

Community · Edit Info



Wall

Clear Choices, Clean Water · Everyone (Most Recent)

Share: Status Photo Link Video Question

What's on your mind?



Clear Choices, Clean Water

Is your company or organization looking for a cause to sponsor or donate to this year? Consider supporting the Clear Choices Clean Water campaign and help us make a difference in water quality throughout the state! Visit our website for more information on this great opportunity! www.clearchoicescleanwater.org



17 People Reached · 1 Person Talking About This

Like · Comment · Share · January 11 at 7:58am

Cindy Jo McKinsey Smith likes this.

Write a comment...

Facebook Ads

25 character title MAX
135 character body MAX
Pay per click ~ \$1.00

My Septic & Clean Water?

clearchoicescleanwater.org



Maintaining your septic system regularly helps keep sewage and bacteria out of our lakes and streams. Take the pledge here!

My Garden & Clean Water?

clearchoicescleanwater.org



Creating a rain garden in your yard or growing native plants along your shoreline protects our lakes & streams. Take the pledge here!

My Pet & Clean Water?

clearchoicescleanwater.org



Did you know that pet poo is a leading source of bacteria in our waters? You can help with one small choice – take the pledge here!

My Lawn & Clean Water?

clearchoicescleanwater.org



Choose phosphorus-free fertilizer for your lawn and help prevent water pollution problems like algae blooms. Take the pledge here!



Autoresponder Calendar

Website Visitor Action	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Generic Email Signup	Sign the dog waste pledge!	Report on success of dog waste pledge and ask again	Sign the Fertilizer pledge!	Report on success of fertilizer pledge and ask again	Sign the Native Landcaping Pledge!	Report on success of landscaping pledge and ask again
Fertilizer Pledge	Report on success of fertilizer pledge. Tips and fun stuff	Sign the dog waste pledge!	Report on success of dog waste pledge and ask again	Rest	Sign the Native Landcaping Pledge!	Report on success of landscaping pledge and ask again
Dog Pledge	Report on success of dog waste pledge, tips and fun stuff	Sign the Fertilizer pledge!	Report on success of fertilizer pledge and ask again	Rest	Sign the Setpic Pledge!	Report on success of septic pledge and ask again
Septic System Pledge	Report on success of septic pledge Tips and fun stuff	Sign the dog waste pledge!	Report on success of dog waste pledge and ask again	Rest	Sign the Fertilizer pledge!	Report on success of fertilizer pledge and ask again
Native Landscaping Pledge	Report on success of landscaping pledge. Tips and fun stuff	Sign the Fertilizer pledge!	Report on success of fertilizer pledge and ask again	Rest	Sign the Setpic Pledge!	Report on success of septic pledge and ask again

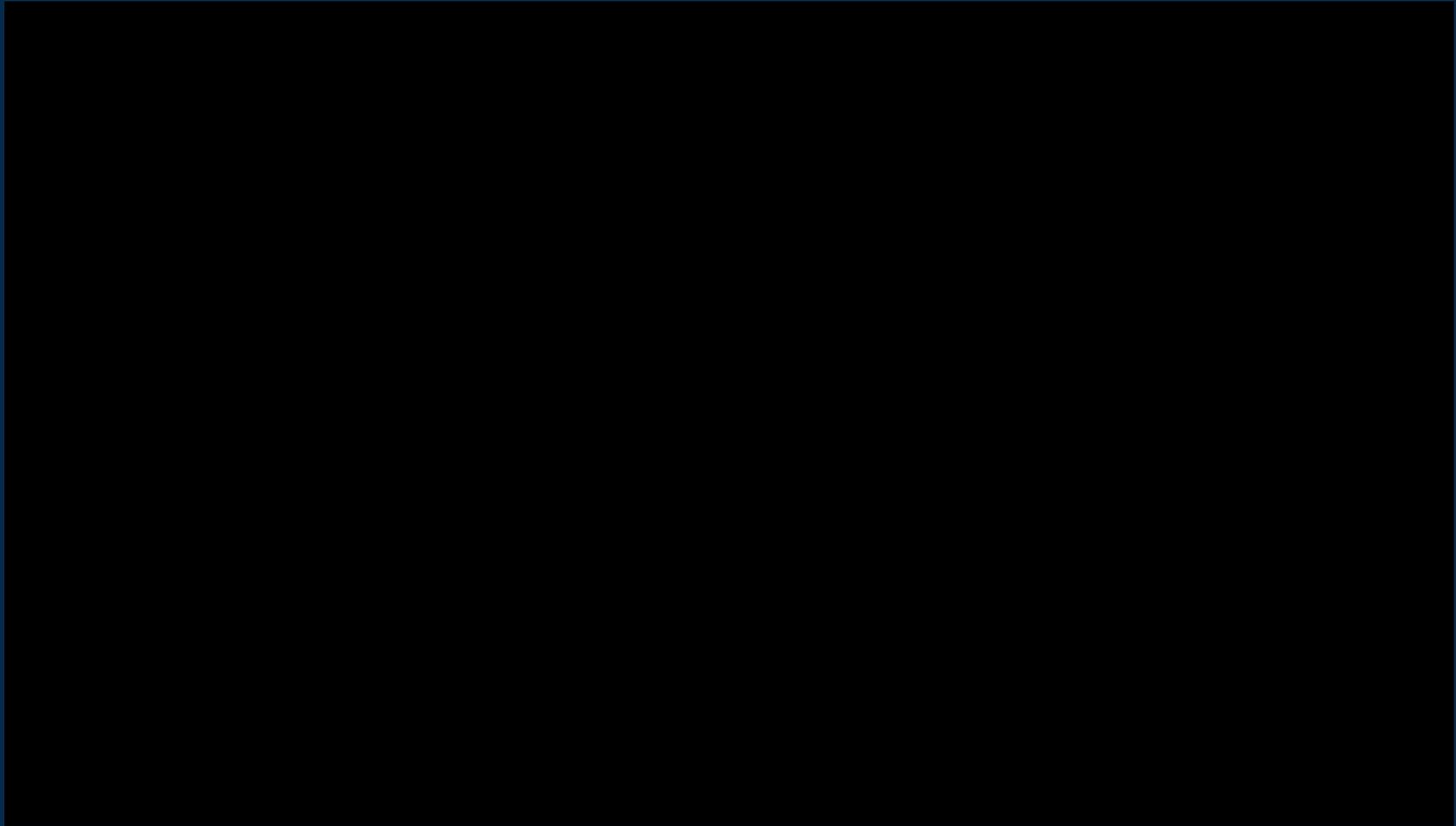
Mass Media

- Goals (1) # pledges & (2) awareness in broader scale
 - TV
 - Targeted (fertilizer at news time, pet stuff on animal show)
 - Radio
 - Targeted marketing
 - Online to online element w/ radio
 - Billboards
 - Target marketing rural topics/rural areas
 - Revisions so stand alone educational messages

Have you seen our 'award winning'
lawn fertilizer commercial?



Or our Pet Poo commercial?



Grow Grass, Not Algae!

Use Less Fertilizer &
Buy Phosphorus Free



PLEDGE
NOW!



www.Clear Choices Clean Water.org



Pick Up Pet Poo!

Prevent Water Pollution



**PLEDGE
NOW!**



www.Clear Choices Clean Water.org



Go Native!

Plant Native Plants—
Prevent Water Pollution



PLEDGE
NOW!



www.Clear Choices Clean Water.org



What Goes Down, Comes Back Around!

Maintain Your SEPTIC SYSTEM
Prevent Water Pollution



**PLEDGE
NOW!**



[www.Clear Choices Clean Water.org](http://www.ClearChoicesCleanWater.org)



Hands-On Fun #3



What would
Eric Eckl Say
(WWEEES)?

- Review versions of materials against WWTW principles and social indicators results (base knowledge and/or barriers)



Water Words that Work

- Begin with Behavior
- Find Foolproof Photos
- Swap the Shoptalk
- Insert Water Words That Work
 - Clean water
 - Working together
 - Balance
 - Make a difference
 - What you can do
 - Healthy
 - Save money
 - Choice
 - Do your part
 - Family
 - Safe
 - Responsible

Why all the blah, blah, blah at the beginning?

- Create a recognizable brand
- More importantly...

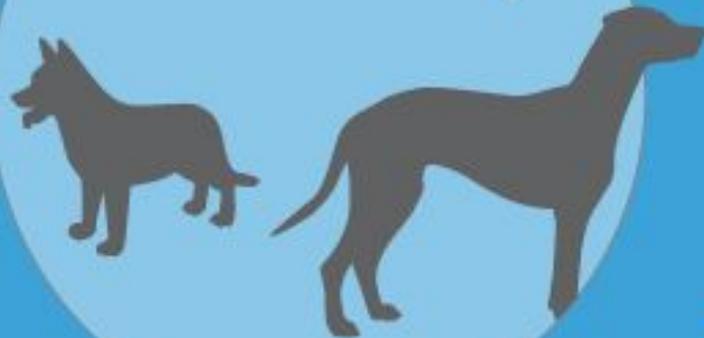
“WATERSHED”
≠ Water Words
that Work

True/False Statements	True (%)	False (%)	Don't Know (%)
I live in a watershed.	26.1	27.5	46.4
I live in an area that eventually drains to the White River.	65.9	6.1	27.9

- If they never take action/make the ‘choice’ they still need to know the primary message about connection!

Pet Waste

It All Piles Up



**PLEDGE
NOW!**



[www. Clear Choices Clean Water .org](http://www.ClearChoicesCleanWater.org)

Pet Waste

It All Piles Up



Pick Up
Your
Pet Poo
~
Prevent
Water
Pollution!



**PLEDGE
NOW!**

[www. Clear Choices Clean Water .org](http://www.ClearChoicesCleanWater.org)

Pet Waste

Pick Up Your Pet Poo To
Prevent Water Pollution!



**PLEDGE
NOW!**

[www. Clear Choices Clean Water .org](http://www.ClearChoicesCleanWater.org)

Pet Poo Piling Up?

Pick It Up -
Prevent Water Pollution



[www. Clear Choices Clean Water .org](http://www.ClearChoicesCleanWater.org)

Pick Up Pet Poo!

Prevent Water Pollution



**PLEDGE
NOW!**



www.Clear Choices Clean Water.org



PUT COLLEGE SAVINGS IN THE PICTURE CollegeChoice529®
Here's how

my 107.9 **myCLUB**
Pick your prize!

Get Points Use Points My Account Login

Prizes Available
\$50 Gift Card to Incredible Pizza
Dell Inspiron 14" 698 Memory Laptop - BL
Coby - LEDTV4826 48" 1080p LED-LCD TV
Pinnac Lionheart Wheely Bag
Marc Jacobs Nylon Computer Commuter, 13"

See More Prizes

How does this work?

Smees Place
Bar & Grill smeesplace.com

CLEAR CHOICES CLEAN WATER
make a difference

SUSTAINABILITY STARTS WITH **[1THING]** **wzpl** **my 107.9** **INDIANAPOLIS, IN** **1550 AM**
CLEAR CHOICES CLEAN WATER
make a difference

Home Blog Community Events About Us Helpful Links Contact Us Stations

Go Native
Get Back To Your Roots

PLEDGE NOW

Celebrity [1THING]

[1THING] Blog



1 Thing Homepage

SUSTAINABILITY STARTS WITH **[1THING]** **wzpl** **my 107.9** **INDIANAPOLIS, IN** **1550 AM**
CLEAR CHOICES CLEAN WATER
make a difference

Home Blog Community Events About Us Helpful Links Contact Us Stations

Septics Partner

Featured blog

I NEVER COVER THE BUNDLES!
Tuesday, March 20, 2012 by [Shen Aquino](#) | [Log Out](#)

Boy in the hood? No, it's hard to believe that in mid-March we are outside walking in our socks, shopping at nurseries and being up the lawn mowers! But I can't deny that the weather. It's also hard to believe that the garden season, but that too became my reality when my child handed me a long yellow handful of the flowers inside. My last winter (after forgetting my shag) was to think "time to break out the fertilizer and weed killer!" And while the man in the hat thought for most of us, it definitely is not the most environmentally sound solution. Did you know that individual residential properties are one of the leading sources of water pollution in Indiana?

Send This

I Wrote With A Message: THE GREAT BY DR. SHEN
Friday, March 20, 2012 by [The Providence Society](#) | [Log Out](#)

Clear Choices Poll

Which one of the following activities has the biggest impact on water quality?

- Not controlling erosion on a construction site around your house
- Using fertilizers and pesticides regularly throughout the summer
- Posing food scraps and dishes around outdoor areas
- Not having your septic system pumped regularly

Clear Choices Clean Water Pledge

I Clean Myself Clean
 I Water-Wise
 I

Weekly Blogs

Semi-monthly Polls

1 Thing Homepage

A 'bit' on Target Marketing...

The screenshot shows a website interface with a top navigation bar containing links for [BLOGS](#), [WIN](#), [EVENTS](#), [SPORTS](#), [MUSIC](#), [NEWS](#), [PHOTOS](#), [BABES](#), and [MORE](#). A search bar is located on the right with the placeholder text "Search/Keyword/Artist" and a "GO" button.

Below the navigation bar, there are several content blocks:

- Video Player:** A video player showing a person holding a sign that says "HOORAY 4 BOOBIES". The title is "The Name Says It All" with the subtitle "Gentleman, click here, thank me later!".
- Live Stream:** A "LISTEN LIVE" section for "Q95 Rocks" with a play button.
- Advertisement:** A green advertisement for "FERTILIZERS" with the text "grow more than grass... ALGAE and AQUATIC PLANTS love fertilizer too". It includes a "PLEDGE NOW!" button and the slogan "YOU CAN MAKE A DIFFERENCE!".
- Photo Gallery:** A "PHOTO GALLERY" section with a small image of a person's face.
- LivingSocial:** A banner for "livingsocial" with the text "check out today's deals!" and a "show me" button.
- Facebook Friends:** A section titled "FACEBOOK FRIENDS" for "Q95 on Facebook" with a "Like" button.

At the bottom right corner, there is a small number "125".

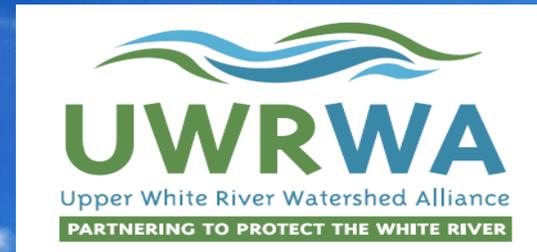
More Marketing

- Exhibits
- Postcards
- Give-aways/bribery
- Articles in newsletters, newsletters
- Links on other groups' websites
- Sponsorships



Sponsors & Funding

- Partnership – Charter Sponsors (incl MS4s)
- IDEM – 319 Nonpoint Source & P2 Grants
- IN Living Green
- ECWA
- WACF
- ILMS
- IASWCD
- IWF
- WREC
- LTPO
- Big Walnut
- Monroe SWCD
- MACOG/SJRBC



CLEAR CHOICES
CLEAN WATER
LAWN FERTILIZER
happy lawns, healthy water

Your **LAWN CARE** choices
are **CONNECTED**
to **CLEAN WATER**



Fertilizers grow more than
grass... algae and aquatic
plants love fertilizer too.

Nutrients in fertilizers lead to
low oxygen... harming critters
in our lakes and streams.



Be part of the solution.
Working together we will
make a difference.

Not sure if your lawn needs
fertilizer or how various fertilizers
are different?



Visit us at:
www.ClearChoicesCleanWater.org/lawns

Take the PLEDGE NOW!
www.ClearChoicesCleanWater.org

Your Choices Are Connected To Clean Water

UPPER WHITE RIVER WATERSHED ALLIANCE

CLEAR CHOICES
CLEAN WATER
make a difference

Take the PLEDGE NOW!
www.ClearChoicesCleanWater.org

CLEAR CHOICES
CLEAN WATER
NATIVE PLANTS & GARDENS
get back to your roots

CLEAR CHOICES
CLEAN WATER
LAWN FERTILIZER
happy lawns, healthy water

CLEAR CHOICES
CLEAN WATER
PET WASTE it all piles up

CLEAR CHOICES
CLEAN WATER
SEPTIC MANAGEMENT
what goes down, never comes around

Your Choices Are Connected To Clean Water

CLEAR CHOICES
CLEAN WATER
NATIVE PLANTS & GARDENS
get back to your roots

Your **PLANTING** and
GARDENING choices
are **CONNECTED**
to **CLEAN WATER**



Native plants are clean water
super heroes... filtering
polluted runoff from our yards.

Their deep roots help soak rain water
into the ground... keeping pollution
from our lakes and streams.



Native plants help discourage
waterfowl (like nuisance Canada
Geese) on lawns and shorelines too.

Not sure where to start with native
plants? Need planting plans & weed
identification tips?



Visit us at:
www.ClearChoicesCleanWater.org/natives

Take the PLEDGE NOW!
www.ClearChoicesCleanWater.org

Your Choices Are Connected To Clean Water

Module 4.

Cleaner Water (Outcomes)

Evaluation Measures

Depends on the audience (funders, grant reportables, regulators/MS4, your Board)

of impressions

of pledges

of site hits

Load reductions/pollution

Reductions by shed or shed participation

Behavior Change Data for New CCCW Site

(does not include data from original Fertilizer-only CCCW site)

	Fertilizer	Pets	Natives	Septics
# Pledges New Site	263	209	130	47
# Already Doing	142	179	80	37
% Already Doing	54%	86%	62%	79%
% Change in Behavior	46%	14%	38%	21%

Website Analytics

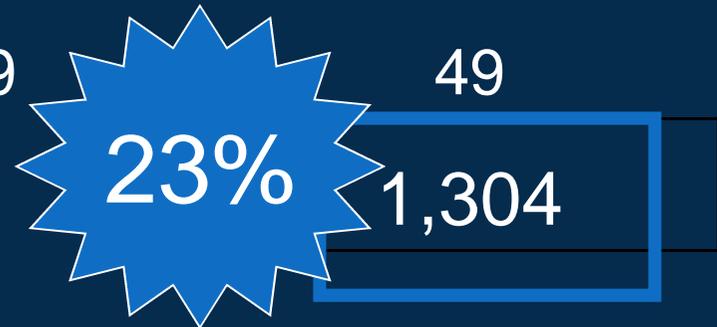
	1st Phase 15 months	Phase II 7 months	Total CCCW 22 months
# visits	4,166	4,919	9,085
# unique visitors	2,775	2,866	5,641
Page Views	16,313	16,824	33,137
pages/visit	3.92	3.42	3.67
Duration	3:10	3:23	3:16
New Visitors	66%	57%	decr 9%
Returning Visitors	34%	43%	incr 9%
Bounce Rate	44.6%	49.6%	47.1%

What does this mean?

- I'll be blunt - in several ways, your site is among the best I have reviewed.
- The bottom line ... is that your site is very attractive and appealing to the visitors - relatively long and deep visits.
 - Your average time on site (in seconds) is about the highest I have ever seen! Good job.
 - Your average visitor clicks to almost 4 pages - this is also extremely high. Good job!

Pledges

	1st Phase	Phase II	Total CCCW
# Pledges	15 months	7 months	22 months
Lawns	600	300	900
Pets		221	221
Plants		134	134
Septics		49	49



More Outcomes

- Engaging partners/sponsors – reaching new audiences via already trusted sources
- Trademarking
- Licensing? Signup sheet available
- Follow-up Social Indicator surveys
- Awards – woo hoo!



Want to Join Us?

- Make a Clear Choice Pledge today!
- Talk to us about licensing opportunities!



Future Pledge Campaigns?



FERTILE FOR WHOM?



Questions or Comments?

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